

ATHLETES FOR A



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greening the planet one race at a time

WHAT WE DO

Provide **Race and Event Organizers** with customized environmental consulting and hands-on support to green their events. We focus on:

- Minimizing landfill waste through comprehensive waste reduction, recycling and composting initiatives
- Reducing and offsetting greenhouse gas emissions produced by the event and by athlete travel
- Ensuring the event site is left cleaner than it was found
- Working with sponsors and vendors to adopt green practices
- Certifying events to the Council for Responsible Sport eco-standard

Provide **Athletes** with online news and information about environmental issues, eco-friendly products and services, and the **Green Events Directory**, so they can make environmentally responsible decisions about where to race and how to spend their money.

THE FITPLANET VALUE PROPOSITION

The 'go green' phenomenon is pervasive and many event directors feel pressure to "just do something." Yet this course of action typically leads to unnecessary costs, wasted time and resources, and low success rates.

Delivering strategic and tactical eco-solutions is *FitPlanet's* business. Making your green strategy successful is our goal.

Here's how we do it:

- Work with you to develop a 3-5 year eco-strategy that fits your business and financial objectives.
- Create a tactical implementation plan for Year 1 that focuses on high-visibility, high-return, low-risk initiatives. We help you build on your successes in Year 2, Year 3, and beyond.
- Introduce you to our network of best-in-class product and service providers that will save you time and money in the sourcing process.
- Conduct a post-event online survey of athletes and follow up with a summary report and presentation so you get actionable quantitative and quality data to help you plan future eco-initiatives.
- Provide marketing support through the www.afitplanet.com website including a *Profile in Green* and listing in the green Events Directory.
- Support you in achieving certification to the Council for Responsible Sport eco-standard (www.resport.org).



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FITPLANET CLIENTS AND SERVICE OFFERINGS

In 2009, *FitPlanet* is working with over 100 events in the US and Canada. Our clients including marathons, triathlons, cycling events and charity walks.

Here is a partial list of *FitPlanet's* clients:

- Alzheimer's Association Memory Walks, MA and NH
- Beach to Beacon 10K, Cape Elizabeth, ME
- Boston Urban Epic Triathlon, Boston MA
- earthRUN, Ottawa, Toronto, Vancouver, Canada
- Ironman 70.3 Providence, Providence RI
- Los Angeles Marathon, Los Angeles CA
- Marin County Half Marathon and Triathlon San Rafael, CA
- Mayor Newsome Stadium to Stadium, San Francisco, CA
- New York City Triathlon, New York, NY\
- Pan Mass Challenge, Sturbridge to Provincetown, MA
- Reach the Beach Relay, Hampton Beach, NH
- Rock n Roll Marathon, Seattle, WA
- USA Triathlon National Age Group Championship, Tuscaloosa, AL

Our services for these and other clients include:

- Developing long-term environmental strategic plans
- Preparing events for certification to the Council for Responsible Sport standard
- Overhauling race registration to minimize waste, especially paper
- Providing reusable race packet bags
- Sourcing green, non-toxic portable toilets
- Providing carbon credits for athletes to offset their travel
- Reducing and offsetting greenhouse gas emissions from the race expo and event operations
- Sourcing environmentally responsible signage
- Creating training plans for athletes that incorporate green practices
- Creating and implementing comprehensive recycling plans
- Creating and implementing comprehensive composting plans
- Providing renewable energy sources to power the expo and race-day operations, including solar and bio-diesel
- Creating environmental sponsorship opportunities
- Providing marketing services to promote environmental practices
- Sourcing eco-friendly apparel including organic cotton, bamboo and recycled polyester
- Verifying and sourcing organic and local food sourced within 250 miles
- Sourcing recycled and locally sourced finishers medals and awards
- Creating eco-scripts for event announcers
- Providing compostable cups for aid stations
- Managing 'Green Team' volunteer event staff
- Managing sweeper teams that clean up the race course
- Producing and analyzing post-race survey

CONTACT:

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